

NATIONAL

How to use TV to get messages across

EDITOR'S NOTE: This is the second of a four-part series in which Meg Abu Hamdan examines Jordan Television. In the first part, published yesterday, the station's growth and future plans were discussed. Today, some leading programme directors explain how they prefer to tackle the society's problems.

MANY OF JTV's production officials feel, like Programme Director Marwan Khair, that the powerful medium of television should be used to help improve Jordanian society. Their programmes in general tend to be serious pieces of work that try in many different ways to get across the messages and ideas they themselves are committed to.



Mergor Malatjalian

Director Saud Al Fayyad's latest drama series "Sao of the Jordan Valley" received a very favourable feedback in the form of letters, telephone calls and personal contact. It deals with agricultural problems associated with the five-year-plan and is shot on location. The people, at whom the series was aimed, could obviously easily identify with the characters, their feelings and dilemmas. Mr. Fayyad, in his usual way, did not offer solutions for their problems, but merely took the facts and laid them before the viewer.

Mr. Fayyad's next drama series "A Village without Roof", deals with the migration of rural populations to the cities. The idea came when he visited a village near Zarqa, where nearly 200 old houses stand empty and roofless, deserted by their people who left to work at the refinery in Zarqa. This was an increasingly common sight in Jordan, but it prompted Mr. Fayyad to comment about how in general, once their villages are left behind, these people forget their land, their culture, their traditions and their life. "Although we are a developing country, we have to have future plans not to turn our backs to our villages. We have to have both cities and rural communities, or

else we will be without any background, any roots," said Mr. Fayyad.

Victoria Omeish, on the other hand, highlights the problems experienced by Jordanian women in a fast changing society, where new values and attitudes often conflict with more traditional roles.

"In ten short years, women have to share the role of providing an income for the family. Work is no longer for prestige or fun, but an economic necessity," she explained.

In her documentaries -- often dramatised -- Miss Omeish examines the negative aspects of certain traditional customs, while emphasising the need to hang onto a past identity. Future programmes planned by this director, whose work often goes out at peak viewing times reflecting the strong feedback, are ambitious, varied and extremely topical. There will be a weekly magazine programme dealing with the educational, medical and psychological aspects of family life; a weekly series on the



Saud Al Fayyad

activities of Jordanian women; as well as 13 documentaries which will feature women in unusual and demanding jobs, women who have overcome serious handicaps, and those who have excelled in their field.

"Please, just a Moment" is the title for her programme in which she will criticise certain attitudes and behaviours that are detrimental to society, while "Good Evening Jordan", planned to go out on both channels, will examine Jordanian traditions and folklore from a "new positive point of view."

Another programme that receives very positive feedback is the daily "Madafat al Haj Mazen". Here, a group of traditionally dressed actors sit together in a set designed like the interior of a typical Jordanian house and chat ad lib about all relevant social problems from the prevention of cholera to state benefits. Simple, spontaneous and enjoyably helpful, it is directed energetically by Ibrahim Abu Rassa.

Fuad Mimi, one of the very few directors making programmes for both channels, reveries up in his attempts to awaken and arouse interest in the art and culture in Jordan. Last season, he covered all the major art and handicraft exhibitions in Amman and is already doing the same for this year. The idea behind his present series "Focus" is to highlight certain individuals who are practising in artistic professions and those who have contributed to Jordanian culture in one way or another.

One area on which much emphasis is being placed, from Director General Mohammad Kamal downwards, is the production of local children's programmes and the Head of children's programming is Mergor

Malatjalian. Before her appointment at JTV in 1978, there was no regular planned policy for children's programmes and no section. Since then things have rapidly improved and children now have one hour of local programmes and cartoons every evening. However Miss Malatjalian feels very strongly that it is important to use television in a beneficial way for children and is at present implementing some of her own ideas in order to achieve this.

First, on the basis of her own research, in which she went out to schools all over Jordan to talk to both staff and pupils, she discovered there were many areas

where good locally produced programmes could make up for some of the shortcomings in the children's education.



A scene from 'Madafat al Haj Mazen'

also found that art and handicrafts are not taught or encouraged to a sufficient extent.

Second, Miss Malatjalian wants to form a committee of educationalists, psychologists and sociologists, who will help in the selection of the right material to broadcast.

"Children love cartoons, but that does not mean you should give them what they want all the time, in much the same way as you don't give them too much chocolate as it is bad for their teeth. Programmes ideally should be attractive and appealing but at the same time useful, educational and formative."

One locally made programme which has been fulfilling these objectives weekly over the last two and a half years is the localised version of Thames Television's "Rainbow". Popular with pre-school children, there are still about 300 episodes to come. Also to come will be more dramatisations of universally popular children's classics -- like the recent production JTV filmed of the "Red Rover".

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A scene from 'Madafat al Haj Mazen'

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POLITICAL HORIZON

The Saudi peace plan and the Israeli reaction

By Dr. Kamel S. Abu Jaber

IN ATTACKING the peace plan proposed by Crown Prince Fahd of Saudi Arabia, Israeli Prime Minister Begin reverted once again to his deliberate over-exaggeration.

Israel is not a country but a Zionist entity. Few days later, a "national" Israeli delegation, composed of the representatives of the various Israeli political parties, left for the United States to explain Israeli opposition to the plan.

problem. It is a major Arab concession from the United Nation's Partition Plan of 1947 and has had the foresight to anticipate the rise of certain difficulties.

peace will be achieved in the area. It is a peace plan, and not a plan for a truce of short duration. It is a plan providing for the peoples and religions of the area to live in the promise of the future and not the haunting fears and hatred of the past.

however much discussion or debate it may generate.

In their characteristically cautious and moderate style, the Saudi leaders advanced their plan for debate. Later they discussed it at the Gulf summit meeting, and it has been put on the agenda of the forthcoming Arab summit meeting to be held in Fez tomorrow.

In commenting on Israeli opposition to the plan, Saudi Information Minister Mohammed Abdo Yamani said: "Israel by turning down the (Saudi) plan, has proved that it does not want peace, but on the contrary, it wants capitulationist solutions."

For many Arabs, Israeli rejection of this overture for peace is understandable in the light of its aggressive and expansionist record. It is hoped that the world, which is watching the dangerous spectacle, will not forget the lesson.

Later, Israeli and Zionist mass media instruments went into high gear in attacking the plan for peace. Among other things, the Israeli-Zionist media claimed that the plan does not mention Israel by name, and it simply refers to peace among all nations of the area.

In his letter to President Reagan, Mr. Begin stated: "Not once does the plan refer to Israel, since in their eyes

the security requirements of all states in the area, thus providing for a guarantee of the right of all states in the region to live in peace. In short, the plan seems to be a realistic approach to the problems of the area and takes a long view of the region's desire for peace. It recognises that unless the Palestinians are allowed their right of self-determination within their own state, with East Jerusalem as its capital, no

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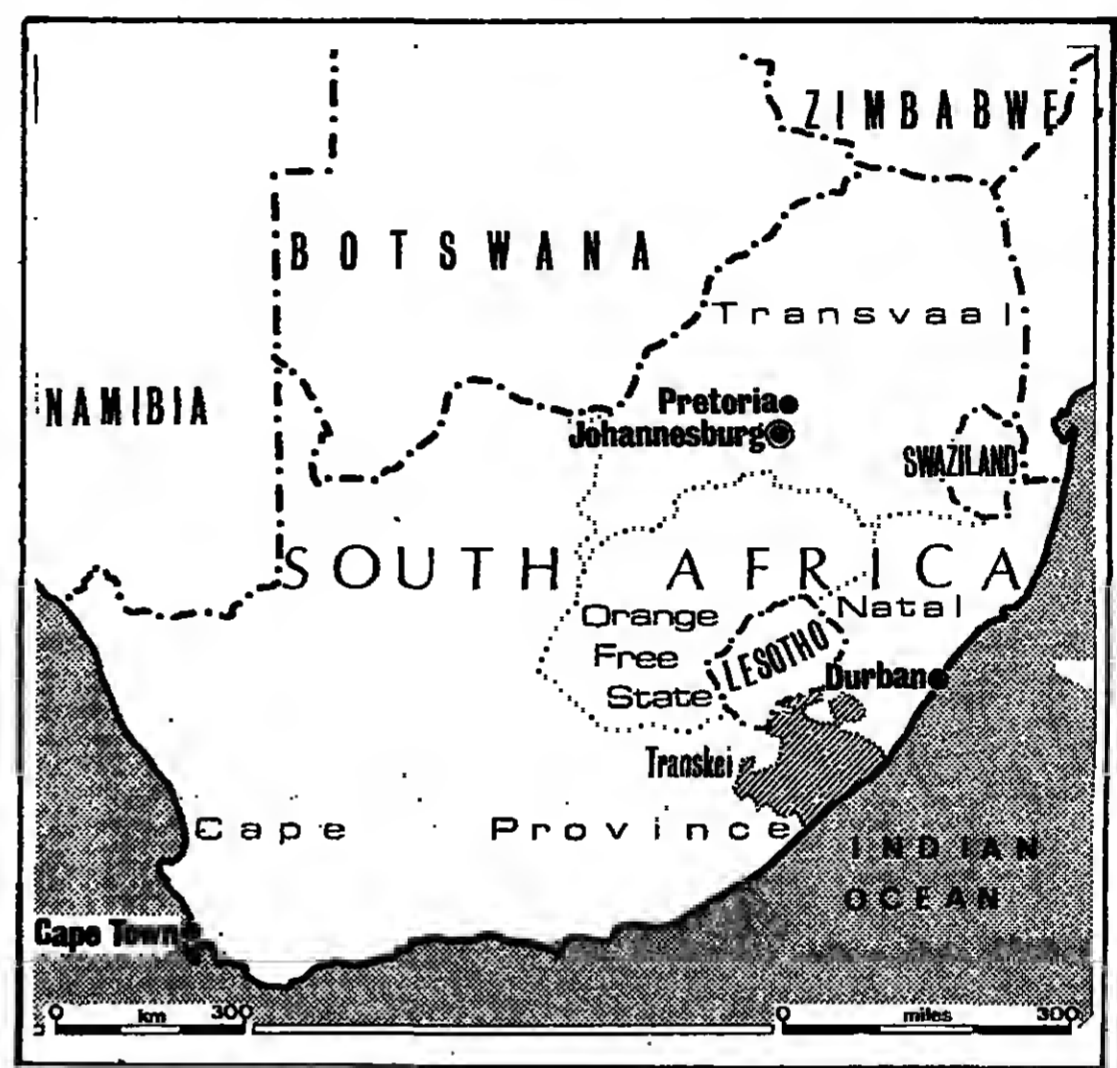
Two years ago, Mr. P.W. Botha caused a sensation when he warned White South Africans that change was the only alternative to revolution. Today, he seems to have lost his way.

The way of the tortoise

By J.D.F. Jones

CAPE TOWN: There was a cartoon in the Johannesburg Star the other day of a large tortoise bearing the unmistakable bald and fleshy features of the South African Prime Minister P.W. Botha. The tortoise was protesting: "How many times must I tell you that the pace of reform hasn't slackened?"

cent of South African industry is concentrated in the four main metropolitan areas. The government has been trying for years to counter this trend - there are many governments throughout the world with a similar problem. The fact is that South African decentralisation policy, entailing a range of incentives to industry to move out to the underdeveloped tribal Homelands or at least to the "border areas," has been a dismal failure. Only 24,000 industrial jobs and 16,000 agricultural jobs have been created since the policy began, at a cost of R323 million (\$336 million), over the decade when the labour supply in the Bantustans has been going up by over 100,000 a year.



Mr. Botha announced an intensification and a rejigging of this policy. New incentives were released, at an estimated cost of Rand 100 million a year, and a new list of priority areas drawn up, headed by the Ciskei, which is particularly poor and politically important because it is to become an "independent" Bantustan on Dec. 4.

reform, with the understood aim of finding a place for the coloureds and Indians in some sort of joint, probably tri-cameral parliamentary system. For mysterious reasons the council has just been directed to shift its attention to local government and is not expected to come up with proposals on the central issue until 1983.

would probably have to be some form of violence. For how many whites will give up their "douceur de vivre" (unless revolution is perceived to be beating on the door)? So while the *verligtes* despair, and "P W" procrastinates, the initiative is taken up elsewhere. Chief Buthelezi is consolidating his role as a national black leader. The black trade union leaders have realised their power and are learning to wield it, and every white businessman is having to rethink his labour policy. The African National Congress guerrillas may not yet be a great military threat but sabotage has become, weekly news here and no one doubts that it will get worse.

ARAB PRESS COMMENTARY

Arabs, light a small candle

AL DUSTOUR: The Zionists are proceeding with implementing their schemes, giving a deaf ear to all voice crying for help or expressing protest in and outside the occupied homeland. The Zionists are Judaising the whole of Palestine.

AL RA'IA: Reports from Morocco stress that the Arab leaders who will meet for their 12th Arab summit conference in Fez on Wednesday will concentrate their efforts on the major subject of Arab solidarity.

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There are three snags. First, it has failed before. Secondly R100 million is peanuts when set against the size of the problem, and thirdly, it has to be admitted that the reasons for trying the policy again are as much political as economic.

On the other hand, many of the labour reforms of the Wiehahn Commission have been implemented and last week Mr. Botha said he accepted "in principle" the Viljoen Committee's recommendations to meet the appalling shortage of black housing.

These are just a few examples of rule-by-tortoise. The reason for cabinet caution is evident. Mr. Botha has been made aware of the strength of the White Right.

The conclusion, then, is that the South African government is largely reacting to events rather than taking the initiative in shaping the future. There is general agreement about the nature of the central issues: education, labour, influx control, housing, rural poverty, urbanisation - all of them relating to the simple projection that in a mere 18 years' time, in the year 2000, there will be 37 million blacks (now there are 21 million excluding the "independent" Bantustans) and the whites will have declined from the present 16 per cent to 11 per cent of the population.

Dr. Dawie de Villiers, ex-Springbok captain, ex-dominee of the Dutch Reformed Church, ex-ambassador to London, presently minister of commerce and industries and a man to watch, has been telling the story of the teetotaler guest at a cocktail party.

Mr. de Villiers is presumably making a point about misunderstanding alternatives. It is not unfair to say that Mr. Botha also gives the impression these days of being unable or unwilling to judge alternatives, or make firm choices about South Africa's way ahead.

Latin America is opposed to any U.S. intervention in Cuba and Nicaragua, Claude Regis reports

America, keep out

BUENOS AIRES — Latin American nations, even those who share the Reagan administration's hardline anti-Communist stand, are firmly opposed to any U.S. intervention in Nicaragua and Cuba.

Concern is growing across the continent as reports that the United States has contingency plans to stop the alleged flow of arms to leftist insurgents in El Salvador through military action against leftist-ruled Nicaragua and Communist Cuba.

Sixteen years ago, the administration of the late President Lyndon Johnson persuaded the Organisation of American States (OAS) to back its military intervention in the Dominican Republic.

Such Latin-American backing of a U.S. intervention in either Nicaragua or Cuba would be unthinkable today. Staunchly anti-Communist countries such as Brazil and Argentina or democratically-ruled Colombia and Venezuela, despite current disputes with Cuba, are firmly committed to the principle of non-intervention.

The Brazilian government is careful to keep its distance from the United States and not tarnish its Third World credentials. Its stance on Nicaragua, El Salvador and other central American countries, restated at regular intervals by officials, is that democracy and self-determination should be encouraged, but the superpowers should keep out.

The Argentine military establishment is reliably reported to be divided on the issue but the official line put forward repeatedly by Foreign Minister Oscar Camillino, a civilian, is that Argentina adheres to the principle of non-intervention in the area.

Despite frequent unconfirmed reports that Argentine military advisers are helping Salvadoran troops fight leftist guerrillas, analysts in Buenos Aires say many factors militate against the government openly backing a U.S. intervention in central America.

Argentina is in the midst of its worst ever economic crisis and has commercial and economic relations with Cuba and the Soviet Union. A majority of Latin American nations criticised a joint French-Mexican statement last August recognising the Salvadorean insurgents as a "politically representative force."

Analysts said this was mainly because the statement went against the principle of non-intervention and risked internationalising the conflict still further. No country is more fiercely hostile to a U.S. military adventure against Nicaragua or Cuba than Mexico.

In a visit last year to Havana, President Jose Lopez Portillo said: "We shall not tolerate anything being undertaken against Cuba because we should feel as if it were undertaken against ourselves."

Earlier this year after anti-Cuban statements from Washington, Mr. Lopez Portillo pointedly said that Cuba was the country "dearest to Mexico."

SPORTS

W. Indies play Australia in Sydney

SYDNEY, Australia, Nov. 23 (A.P.)—Big scores from Greg Chappell and Allan Border are essential when Australia meets world champions West Indies at the Sydney Cricket ground here tomorrow. This is the first appearance of the West Indians in Sydney and the day-night Benson and Hedges clash with Australia is a perfect launching pad for the popular Caribbean cricketers.

Both Chappell and Border were early victims of Pakistani medium pacer Sikander Bakht in Melbourne yesterday and the Australian lineup isn't sharp enough yet to survive failures by both in the same innings.

Test opener Bruce Laird is an almost certain inclusion in the Australian line-up at the expense of spinner Bruce Yardley.

More records for Guinness book

LONDON, Nov. 23 (R)—A haggis, an oatmeal pudding of lungs and liver boiled in a sheep's stomach, was thrown more than 49.7 metres by Alan Pettigrew at the Ardrossan Highland Games in Scotland this year—a new world record.

A second haggis record was broken when Peter Dowdeswell ate 737 grams in 50 seconds in Bristol, England.

The same man also holds 11 other records for consuming beer, eels, pies, milk, pancakes, jam butties (sandwiches), prunes, eggs, shrimps, cheese and potatoes.

These nuggets of obscure information came to light in the 1982 edition of the world's best known keeper of records, first published in 1955 to settle arguments in English pubs.

The Guinness Book of Records, published by Guinness superlatives and edited by Norris McWhirter, has now sold more

than 42 million copies in 10 languages.

The sports section also provides background to almost every sport from aerobics to yachting, including rodeo, bullfighting and pelota—the world's fastest ball game.

Did you know that the ancient game of pok-ta-pok, played by the Olmecs in Mexico in the 10th century B.C., is the ancestor of today's basketball?

The German game of heidenwerfen—which means 'throwing pagans'—was in fact nine pins and later grew to ten pins after it was exported to America in the 17th century.

Sport is growing with the times. An estimated 70,000 runners took part in the annual round the bays 10.5 km run in Auckland, New Zealand, on March 28 this year.

But in the animal kingdom a racehorse, Easy Jet, surpassed all rivals except a few of the richest human multi-millionaires when it

was syndicated for stud in the United States this year for \$30m.

The prestige of featuring in this mammoth almanac inspires people to the limits of their imagination and endurance.

One of the latest sportsmen to make a claim is a retired miner from Czechoslovakia who headed a football 64 1/2 times in 47 minutes.

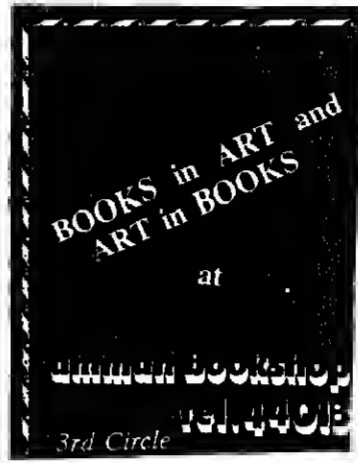
Jan Melisik, the 59-year-old ex-miner, suffered a severe heart attack two years ago but has still trained 90 minutes daily for the past 13 years.

The most testing feat of all perhaps belongs to the late Terry Fox, a cancer victim who ran 5,374 km in 143 days across Canada last year, raising nearly \$10 m for cancer research on his 'marathon of hope'.

To deter the lunatic fringe, the editor says records for eating such potentially dangerous things as live ants and raw eggs with shells will not be published.

El Salvador, Honduras qualify

TEGUCIGALPA, Honduras, Nov. 23 (R)—Host side Honduras and El Salvador will travel to Spain next year for the World Soccer Cup finals after a disappointing three-week qualifying (CONCACAF) tournament ended here today.



GOREN BRIDGE

BY CHARLES H. GOREN
1981 by Chicago Tribune

North-South vulnerable.
East deals.

NORTH
♦ 109
♥ 964
♦ QJ85
♣ 9875

EAST
♦ AKJ85
♥ A32
♦ AK3
♣ 102

SOUTH
♦ Q2
♥ K
♦ 1072
♣ AKQJ643

The bidding:
East South West North
1 ♦ 3 NT Pass Pass
Dble. Pass Pass Pass
Opening lead: Queen of ♣.

The average player expects to make a normal number of errors during a session of play. However, he tends to think that the expert is immune to such human failings—an impression perhaps fostered by bridge columns. Nothing could be further from the truth! Just as the expert has a tremendous talent for making the right play, every now and then he will commit a spectacular gaffe. This example is from the European Championship some years ago, with two of Europe's finest players sitting North.

South.

The bidding needs some explanation. The opening bid was the artificial club used by proponents of the Roman System to cover a wide variety of hands—in this case, opener intended to describe a strong, balanced hand with his rehid. That is what his double showed. South's jump to three no trump was gambling, based on a loog, strong minor and some outside cards. North was over-impressed with his queen-jack of diamonds when he elected to pass in the close-out seat—prudence seems to suggest a retreat to four clubs, which was obviously his partner's suit. We will never know where East-West would have ended up had North not passed.

Fortunately for the defenders, West could not lead a club even if he wanted to. Instead, he made his natural lead of the queen of hearts. East rose with the ace and declarer's king was a pleasant surprise for the defenders! To cut a long story short, when the queen of spades dropped as well, the defenders ended up collecting all thirteen tricks for a penalty of 2,600 points.

Even that was not a record for the European Championship. However, North's comment at the end is worth preserving for the record: "Well, we're an old partnership. It happens to us all the time!"

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